

## Electronic Patent Application Fee Transmittal

|   |   |                 |               |                             |
|---|---|-----------------|---------------|-----------------------------|
| <b>Application Number:</b>              | 10043698  |                 |               |                             |
| <b>Filing Date:</b>                     | 09-Jan-2002   |                 |               |                             |
| <b>Title of Invention:</b>              | System and method for behavioral model clustering in television usage, targeted advertising via model clustering, and preference programming based on behavioral model clusters |                 |               |                             |
| First Named Inventor/Applicant Name:    | Isaac Bentolila   |                 |               |                             |
| <b>Filer:</b>                           | Kenneth Lee Sherman/Sarah Nielsen   |                 |               |                             |
| <b>Attorney Docket Number:</b>          | MET1.0002   |                 |               |                             |
| Filed as Large Entity                   |   |                 |               |                             |
| <b>Utility      Filing Fees</b>         |   |                 |               |                             |
| <b>Description</b>                      | <b>Fee Code</b>   | <b>Quantity</b> | <b>Amount</b> | <b>Sub-Total in USD(\$)</b> |
| <b>Basic Filing:</b>                    |   |                 |               |                             |
| <b>Pages:</b>                           |   |                 |               |                             |
| <b>Claims:</b>                          |   |                 |               |                             |
| Claims in excess of 20                  | 1202  | 3               | 50            | 150                         |
| <b>Miscellaneous-Filing:</b>            |   |                 |               |                             |
| <b>Petition:</b>                        |   |                 |               |                             |
| <b>Patent-Appeals-and-Interference:</b> |   |                 |               |                             |
| Post-Allowance-and-Post-Issuance:       |   |                 |               |                             |
| <b>Extension-of-Time:</b>               |   |                 |               |                             |

| Description       | Fee Code | Quantity | Amount | Sub-Total in USD(\$) |
|-------------------|----------|----------|--------|----------------------|
| Miscellaneous:    |          |          |        |                      |
| Total in USD (\$) |          |          |        | 150                  |